



Media Group

BRIGHT SUMMER EMOTIONS

WITH DIVERSE CONTENT ACROSS
THE THEMATIC CHANNELS OF
bTV MEDIA GROUP

SPECIAL PROPOSAL

Duration: 20 JUN – 31 AUG 2022

SUMMER ENERGY AND THEMATIC TITLES

Summer is the perfect time for brands to demonstrate their creative energy. The diverse content across the thematic channels of bTV Media Group will keep the audience engaged throughout the entire Summer season, enabling opportunities for channel co-branding – a proven guarantee for visibility and memorable brand integrations.

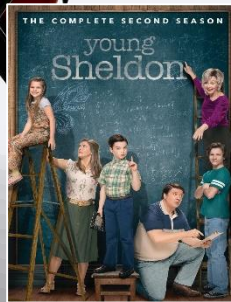




GOOD MOOD ONLY

More comedy and humor in the summer months are the perfect context for brands to demonstrate their identity via co-branding of one of the most entertaining channels.

HIGHLIGHTS:
YOUNG SHELDON
TWO AND A HALF MEN
EL PUEBLO
SCHITT'S CREEK



bTV COMEDY



SHARED ROMANCE

Powerful associations with the emotional and various content, specially selected for the audience of bTV Lady, will empower the communication of the sponsor's values.

HIGHLIGHTS:

SECRET GARDEN
YOU KNOCK ON MY DOOR
LES PETITS MEURTRES
a MOTHER'S LOVE



bTV LADY



GLOBAL TITLES

The rich selection of various genres will entertain the audience in the Summer, helping create a firm association with the sponsor's message.

HIGHLIGHTS:

TROY
FAST AND FURIOUS
THE GREEN MILE
FANTASTIC BEASTS



bTV CINEMA





ACTION AND POWERFUL EMOTIONS

Action-filled titles and powerful emotions will keep the adrenaline high, providing opportunities for successful communication via channel co-branding.

HIGHLIGHTS:

EL CHAPO
LAW & ORDER
NARCOS MEXICO
CHAMPIONS LEAGUE



бTV ACTION



FINANCIAL PROPOSAL

| TV | Channel | Numb. Of Airings | Period | Gross Price Per RateCard | Special Gross Price | Final Net Price |
|---------------------|------------|------------------|---------------|--------------------------|---------------------|-----------------|
| Channel co-branding | bTV Comedy | over 530 | 20.06 – 31.08 | 146 062 | 29 212 | 20 903 |
| Channel co-branding | bTV Cinema | over 1 400 | | 246 963 | 61 741 | 43 374 |
| Channel co-branding | bTV Lady | over 4 140 | | 116 950 | 29 238 | 20 918 |
| Channel co-branding | bTV Action | over 775 | | 171 176 | 42 794 | 30 362 |
| | | | | | | |

All prices are in BGN, VAT excl.
The net prices are final and no other discounts can be applied..



CASE STUDY

bTV Media Group creates opportunities to build successful communication campaigns using channel co-branding and association with high-quality TV productions

A special co-branding of everyone's favorite comedy channel – **bTV Comedy** was part of the brand communication for Magnum ice cream, which, in its entirety, led to an increase in the market share of the brand

Case study

Client: Froneri Bulgaria
Brand: Magnum
Channel: bTV Comedy



Communication:

The goal of the campaign was to reinforce Magnum's leadership position as an Iconic Youngster brand in the Partnership category. The communication support for the client, Froneri Bulgaria, was implemented through custom-developed co-branding of the favorite channel of viewers, bTV Comedy, as well as through the broadcasting of a TV video.

Activities & Elements: Special branding of bTV COMEDY, TVC

The Magnum brand was integrated in the channel's animations through fun product images of the main protagonist – the black sheep. Positioned in comedy content, thus satisfying the need for amusement, the sheep character created a positive experience in a fresh way, building closeness with the audience in line with the channel's entertainment nature. In an innovative and highly impactful way and in the context of all sorts of fun situations, the black sheep attracted the attention of the audience, supporting the reinforcement of the brand's values and improving all levels of the brand's reputation.



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Thank you!